



NEW!

Big ones with better ideas clear through

Better ideas clear through!

Cross-flow radiator □ check-at-a-glance sight gauge

Underhood dry-type air cleaner □ steel-reinforced fiberglass tilting hood

Four electrical junction boxes □ Neoprene® wrapping over Hypalon® insulated wiring

Dual brake systems, air or hydraulic

Premium steel frames, up to 14 1/4" deep □ four-point cab mounting

Exclusive truck-type power steering pump

Adjustable steering column □ heavy-duty precision instruments □ easy-to-reach fuses or circuit breakers

Two large air tanks instead of three or four □ color-coded nylon air lines

Ford's new **LOUISVILLE LINE** ...the big ones with better ideas for more roadtime, less downtime



Never in the history of the truck industry has any manufacturer made such a concentrated effort to reduce truck downtime and increase roadtime.

Bold thinking and ground-breaking innovation were required in many areas. A new plant, the Kentucky Truck Plant, near Louisville, is devoted entirely to the assembly of Ford Trucks. New production and quality-control procedures. New concepts in design. And better ideas by the score—all aimed at improving truck reliability, simplifying truck maintenance, and giving the driver more comfort.

Here are some of the better ideas. Ford's new and better trucks . . . the LOUISVILLE LINE.

BETTER IDEAS FOR RELIABILITY. These are the better ideas that increase roadtime by providing LOUISVILLE LINE trucks with the sound design, premium materials and protective armor that help keep trucks on the job.

Deep-dip, Electrocoat prime paint process—covers every inch of sheet-metal with corrosion-barrier primer. Electric charge pulls primer into normally inaccessible areas and provides superior paint bonding in welded areas and corners. In addition, cab underbody components most subject to corrosion are zinc-coated.

Cross-flow radiator saves fan horsepower, extends belt life. Cross-flow design (standard on 800 models and up) allows increased core area for improved cooling with lower fan loads.

With a typical Diesel engine at highway speed, for example, horsepower used by the fan drops as much as 48%.

Neoprene adds extra protection to Hypalon electrical insulation. Wiring harnesses are wrapped with tough Neoprene® tape, or enclosed in an extruded vinyl jacket. Super-durable Hypalon® insulation used throughout.

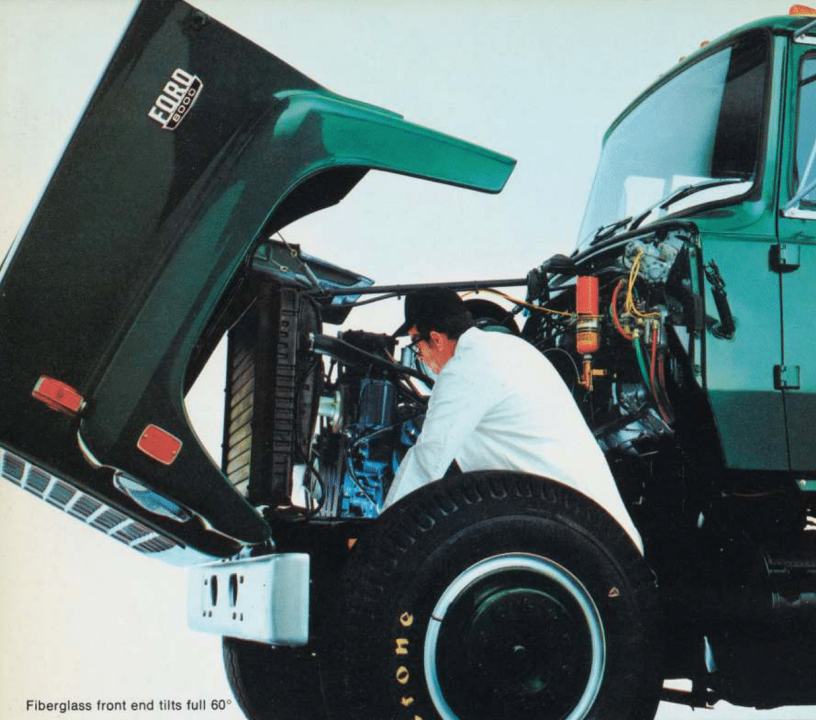
Nylon air brake lines with greater abrasion resistance—more pliable and abrasion resistant than either copper or wire-braid-reinforced lines.

Premium-steel frames, now up to 14 1/4" deep. Single-channel design offers strength equal to or greater than multiple-channel frames, reduces weight up to 340 lb. Steel up to 110,000 psi. Premium bolted frames available.

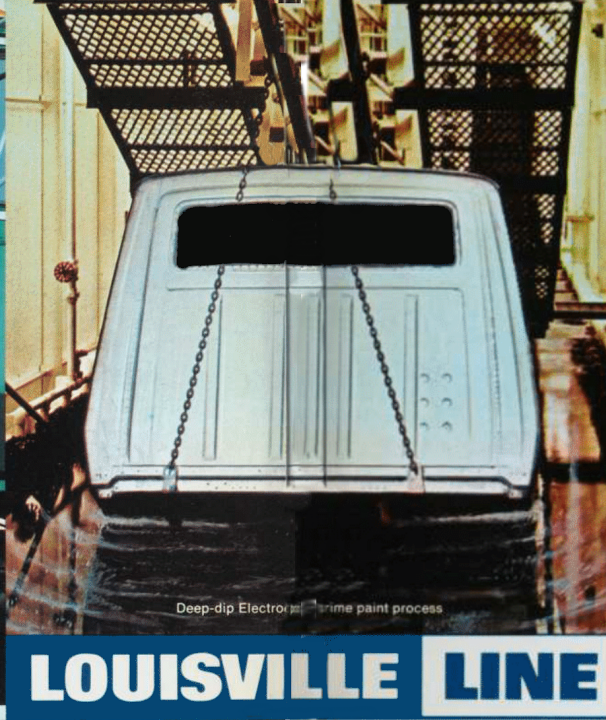
Truck-type power steering pump—specifically designed for heavy-truck applications. Operates at low speed for reduced wear and longer belt life.

Dual brake systems—hydraulic or air. Both hydraulic and air brakes have two essentially independent systems. New air brake design provides faster air transmission time for quicker response and shorter stopping distances.

Underhood air cleaner traps 99.9% of dirt—cuts service frequency. 2-stage Cyclopac® air cleaner centrifuges out most dirt and water in first stage. Dry air cleaner element in second stage traps more fine dirt than any oil-bath air cleaner can. Underhood location protects air cleaner from accidental damage, also improves driver visibility.



Fiberglass front end tilts full 60°

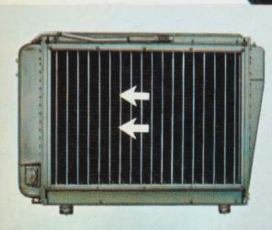


Deep-dip Electrocoat prime paint process

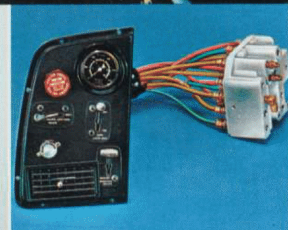
LOUISVILLE LINE



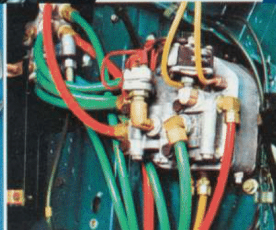
Custom Cab with linehaul panel



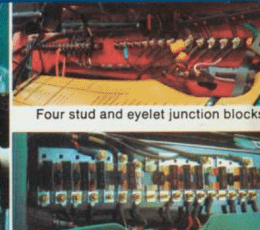
Better cooling cross-flow radiator



Easily removable Air-Pac



Color-coded air tubing



Easy access circuit breakers



Extra-large windshield for greater visibility



Adjustable steering column

BETTER IDEAS FOR MAINTENANCE. These are the better ideas that increase roadtime by getting Ford Trucks back on the job faster when they come off the road for scheduled maintenance.

Full-tilt fiberglass hood. The steel-reinforced fiberglass hood and fender assembly is about 40% lighter than a comparable steel assembly, and less subject to damage. Ford provides a full-tilt front end even on medium-duty short conventionals—the only trucks in their class to offer this feature.

"Feet-on-the-ground" engine servicing. Complete top and side engine accessibility. Mechanics can stand close to the engine for all operations.

Faster tracing, color-coded air tubing. Different color for each air line system

—primary, secondary, parking, auxiliary —speeds servicing.

Tilt-out instrument panel. Right section of the linehaul instrument panel is hinged for easy servicing of gauges and lights.

Check-at-a-glance radiator sight gauge. New "go—no go" coolant level sight gauge is standard on Series 800 and up.

Air-Pac control serviceable as a unit. All hand-operated air controls are clustered in one removable panel section and are connected to an air manifold on the firewall. Entire assembly easily removed for service.

Easy access fuse panel. On linehaul instrument panels the fuses or circuit breakers are located to the right of the

instrument console for easy access. The 9000 Series is equipped with automatic reset circuit breakers as standard equipment. Optional on others with linehaul panel.

Four easy-to-reach junction blocks. Junction blocks on firewall, on underside of hood, on cab rear panel and at rear of frame are easily accessible for circuit testing. Stud and eyelet connections are virtually vibration-proof.

BETTER IDEAS FOR THE DRIVER. These are the better ideas that contribute to overall operating efficiency including increased roadtime. Better facilities and environment for the driver lead to better driving and a more efficient use of roadtime. Greater comfort improves morale and encourages better care of equipment.

Shortest turning diameter for easy maneuverability. The wide track of Ford front axles lets wheels turn as sharp as 40 degrees on axles rated up to 16,000 lb. Ford's heavy-duty short conventional models turn shorter than all major competitors.

More comfortable space for the driver. In such significant dimensions as seat height, legroom, shoulder room and in floor-to-roof height (seat height plus headroom) Ford excels all others.

Adjustable steering column maintains 20° wheel angle. Rolls 4½ inches fore and aft on Lexan® balls. This adjustment, taken together with vertical and horizontal seat adjustments, gives a comfortable driving position for any combination of driver height, girth, arm or leg length. Steering wheel remains

at a constant 20° angle from horizontal —the optimum. A Ford exclusive.

New malleable iron H-beam spring shackle. Provides superior front-end ride and durability. New design solves the problem of underlubrication, overtightening of bolts and the angular cocking which tend to "freeze" spring action with conventional shackle design.

Cockpit console instrument panel communicates fast. The linehaul panel has three sections. Primary information section in the center has speedometer and tachometer. All hand-operated air controls grouped in left section have different shapes to allow drivers to identify them by "feel" alone.

E-Z Read gauges. All gauges in right-hand section of linehaul panel are calibrated to show "normal" at "3

o'clock." A quick glance checks for pointer alignment.

Greatest visibility for the driver. Ford's one-piece windshield is 15% larger than the nearest competitor's. In fact, area wiped by the windshield wipers exceeds the total windshield area of Ford's nearest competitor. Visibility of the ground forward of the truck is also much better than in any other make.

Foot modulation of spring-set rear brakes. In event of air loss to rear service brakes, controlled stops are made by using the regular foot brake pedal. Driver can keep both hands safely on the wheel.

Comfortable environment for driver. Cab is heavily insulated, and factors producing noise, vibration and harshness have been carefully designed out.

LOUISVILLE LINE

...over 650 models strong!



Look at the choice you get in Ford heavy trucks now!

If you're looking for a certain kind of truck to do a certain kind of job, you've come to the right place. Ford offers a new wide choice of truck designs, models and chassis components to better match the truck to its work.

In the new LOUISVILLE LINE alone, you have a selection of four cab-and-hood configurations, in short conventional and long conventional designs ... over 650 models all told.

LN Medium/Heavy Short Conventional (center white truck above). These are

the only trucks in the medium-duty field that offer the servicing ease of a tilting front end. The combination of compact length, great visibility and short-turn maneuverability especially suits them for city operation. They're powered by Ford gas engines through the 391-cu. in. HD V-8, and Ford V-Series Diesels by Caterpillar with up to 200 hp.

LN and LNT Heavy Short Conventional (red tractor above). These units are available with single or tandem rear axles, GCW to 80,000 lb. Power choices

include Ford HD and Super Duty gas V-8's ... and Ford-Caterpillar, Cummins and Detroit Diesel engines up to 335 hp.

L and LT Long Conventional (blue tractor above). These Heavies are offered with single or tandem rear axle ... GVW to 60,000 lb., GCW to 80,000 lb. Power range is similar to LN Heavies.

LTS Long Conventional (white truck at left above). These units with set-back front axle will be offered as 1971 models in mid-1970. They are designed for applications where a greater proportion of weight on the front axle is advantageous, such as specialized construction and highway work.

Ford also offers W-, F- and C-Series trucks shown at right. These series, too, are built in Ford's new Kentucky Truck Plant near Louisville—the largest and most modern truck plant in the world.

W-Series Diesel linehaulers are a major factor in Ford's booming big-truck sales (fastest growing in the industry). Take your choice of steel or aluminum cab in both short and sleeper versions. The cab tilts 55° for minor maintenance, 80° for major work. Rated up to 80,000 lb. GCW; Diesel engines up to 335 hp.

F-Series Medium/Heavies are all-around favorites for all manner of truck jobs. The long, broad engine compartment makes servicing quick and easy. Yet thanks to wide-track front axle design, these full conventionals can actually turn sharper than many short conventional trucks. Engines include several Ford V-Series Diesels by Caterpillar as well as a wide selection of Ford gas engines.

C-Series Tilts are the best-selling tilt-cab trucks over two to one. Some reasons: A big, comfortable cab. An outstanding ride. Top maneuverability. Ford's C-Series units go from medium-duty models to 75,000-lb. GCW tandem tractors. Power choices span a broad range of gas and Diesel engines, including Ford V-Series Diesels built by Caterpillar.



W-Series Linehauler



F-Series Medium/Heavy



C-Series Tilt

**Spell out the job...
and your Ford Dealer
will spec out the truck**

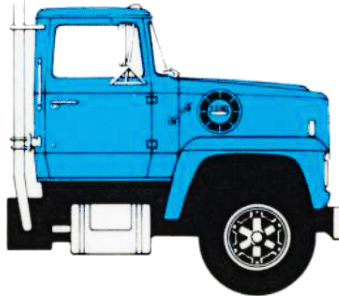
FORD HEAVY-DUTY TRUCKS



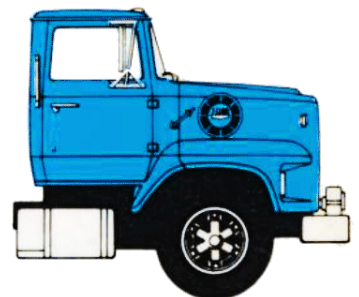
LOUISVILLE LINE — Medium/Heavy LN-Series short conventional (95.3" BBC) 15,000 to 27,500 lb. GVW. (GCW's to 50,000 lb.)



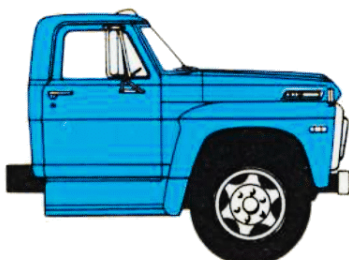
LOUISVILLE LINE—Heavy LN- and LNT-Series short conventional (93.3" BBC) 23,500 to 54,000 lb. GVW. (GCW's to 80,000 lb.)



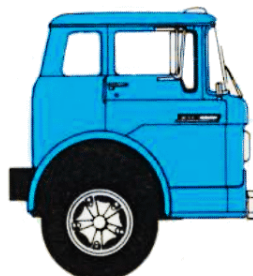
LOUISVILLE LINE—Heavy L- and LT-Series full conventional (105.3" BBC) 23,500 to 60,000 lb. GVW. (GCW's to 80,000 lb.)



LOUISVILLE LINE—Heavy LTS-Series with set-back front axle (105.3" BBC) 39,000 to 64,000 lb. GVW (GCW's to 80,000 lb.). Available as 1971 models in mid-1970.



F-Series Medium/Heavy full conventional (105.5" BBC) 15,000 to 27,500 lb. GVW (GCW's to 50,000 lb.)



C-Series tilts (82.5" BBC) 15,000 to 51,000 lb. GVW. (GCW's to 75,000 lb.)



W-Series linehaulers (52" BBC; 82" with sleeper cab), Diesels to 335 hp. (GCW's to 80,000 lb.)